

This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3 a) encoding, with a computer system including at least one
4 computer, one or more ad properties of an ad and including
5 the one or more encoded ad properties in a click URL,
6 wherein the one or more encoded ad properties include at
7 least one of (1) information indicating how the ad was
8 served, (2) information indicating advertiser charges, and
9 (3) information indicating how the ad was selected as a
10 candidate for serving;
11 b) serving, with the computer system, the ad together with
12 the click URL;
13 c) in response to a user selection of the ad,
14 i) decoding, with the computer system, the one or
15 more encoded ad properties at an intermediate URL
16 server, and
17 ii) forwarding, with the computer system, a content
18 rendering facility of the user to an ad landing page;
19 and
20 d) using the one or more encoded ad properties to perform,
21 with the computer system, at least one of (1) tracking the
22 performance of the ad and (2) determining advertiser
23 charges for serving the ad.

1 Claim 2 (previously presented): The computer-implemented method
2 of claim 1 wherein the one or more ad properties include ad
3 serving parameters.

1 Claim 3 (previously presented): The computer-implemented method
2 of claim 1 wherein the one or more encoded ad properties include
3 information indicating how the ad was served, and wherein the
4 information indicating how the ad was served includes one or
5 more of: a time the ad was served; a time the ad was rendered; a
6 rendering attribute of the ad; a position of the ad within a Web
7 page; information about other ads that were rendered along with
8 the ad; and a geolocation to which the ad was served.

1 Claim 4 (previously presented): The computer-implemented method
2 of claim 1 wherein the act of encoding one or more ad properties
3 represents the encoded one or more ad properties with characters
4 from a set of K characters, where K is no more than 72.

1 Claim 5 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 64.

1 Claim 6 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 32.

1 Claim 7 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 16.

1 Claim 8 (previously presented): The computer-implemented method
2 of claim 1 wherein the encoded one or more ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "control" "space" "<" ">" and "%".

1 Claim 9 (previously presented): The computer-implemented method
2 of claim 1 wherein the encoded one or more ad properties are
3 represented with a set of K characters, and wherein the set of K

4 characters excludes one or more characters selected from a set
5 of characters consisting of "{" "}" "|" "\" "^" "[" and "]"".

1 Claim 10 (currently amended): [[A]] The computer-implemented
2 method of claim 1 wherein the act of encoding the one or more ad
3 properties of the ad and including the one or more encoded ad
4 properties in the click URL includes:

- 5 a) representing, with the computer system, each of the one
6 or more ad properties of [[a]] the ad with a binary value;
- 7 b) concatenating, with the computer system, each of the
8 one or more binary values to define a sequence of bits;
- 9 c) encoding, with the computer system, the sequence of
10 bits into a sequence of characters, wherein each of the
11 characters is selected from a set of K legal characters;
12 and
- 13 d) providing, with the computer system, the sequence of
14 characters in [[a]] the click URL of the ad.

Claims 11-18 (canceled)

1 Claim 19 (currently amended): The computer-implemented method
2 of claim 10 wherein the act of encoding the sequence of bits
3 into a sequence of characters includes

- 4 i) dividing, with the computer system, a number
5 defined by the sequence of bits by K to obtain a
6 result and a remainder,
- 7 ii) selecting, with the computer system, one of the K
8 legal characters using the remainder,
- 9 iii) setting, with the computer system, the number to
10 the result, and
- 11 iv) repeating acts (i)-(iii) until the result is less
12 than K.

1 Claim 20 (currently amended): Apparatus comprising:

2 one or more processors;

3 at least one input device; and

4 one or more storage devices storing processor-executable

5 instructions which, when executed by one or more

6 processors, perform a method of:

7 a) encoding one or more ad properties of an ad and
8 including the one or more encoded ad properties in a
9 click URL, wherein the one or more encoded ad
10 properties include at least one of (1) information
11 indicating how the ad was served, (2) information
12 indicating advertiser charges, and (3) information
13 indicating how the ad was selected as a candidate for
14 serving;

15 b) serving the ad together with the click URL;

16 c) in response to a user selection of the ad,

17 i) decoding the one or more encoded ad
18 properties at an intermediate URL server, and

19 ii) forwarding a content rendering facility of
20 the user to an ad landing page; and

21 d) using the one or more encoded ad properties to
22 perform, with the computer system, at least one of (1)
23 tracking the performance of the ad and (2) determining
24 advertiser charges for serving the ad.

1 Claim 21 (original): The apparatus of claim 20 wherein the one
2 or more ad properties include ad serving parameters.

1 Claim 22 (previously presented): The apparatus of claim 20
2 wherein the one or more encoded ad properties include
3 information indicating how the ad was served, and wherein the
4 information indicating how the ad was served includes one or

5 more of: a time the ad was served; a time the ad was rendered; a
6 rendering attribute of the ad; a position of the ad within a Web
7 page; information about other ads that were rendered along with
8 the ad; and a geolocation to which the ad was served.

1 Claim 23 (previously presented): The apparatus of claim 20
2 wherein the act of encoding one or more ad properties represents
3 the encoded one or more ad properties with characters from a set
4 of K characters, where K is no more than 72.

1 Claim 24 (original): The apparatus of claim 23 wherein K is 64.

1 Claim 25 (original): The apparatus of claim 23 wherein K is 32.

1 Claim 26 (original): The apparatus of claim 23 wherein K is 16.

1 Claim 27 (previously presented): The apparatus of claim 20
2 wherein the encoded one or more ad properties are represented
3 with a set of K characters, and wherein the set of K characters
4 excludes one or more characters selected from a set of
5 characters consisting of "control" "space" "<" ">" and "%".

1 Claim 28 (previously presented): The apparatus of claim 20
2 wherein the encoded one or more ad properties are represented
3 with a set of K characters, and wherein the set of K characters
4 excludes one or more characters selected from a set of
5 characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1 Claim 29 (currently amended): [[Apparatus]] The apparatus of
2 claim 20 wherein the act of encoding the one or more ad
3 properties of the ad and including the one or more encoded ad
4 properties in the click URL includes ~~[[comprising]]~~

5 ~~one or more processors;~~
6 ~~at least one input device; and~~
7 ~~one or more storage devices storing processor-executable~~
8 ~~instructions which, when executed by one or more~~
9 ~~processors, perform a method of]]:~~
10 a) representing each of the one or more ad properties
11 of ~~[[a]]~~ the ad with a binary value;
12 b) concatenating each of the one or more binary
13 values to define a sequence of bits;
14 c) encoding the sequence of bits into a sequence of
15 characters, wherein each of the characters is selected
16 from a set of K legal characters; and
17 d) providing the sequence of characters in ~~[[a]]~~ the
18 click URL of the ad.

Claims 30-37 (canceled)

1 Claim 38 (currently amended): The apparatus of claim 29 wherein
2 the act of encoding the sequence of bits into a sequence of
3 characters includes
4 i) dividing a number defined by the sequence of bits
5 by K to obtain a result and a remainder,
6 ii) selecting one of the K legal characters using the
7 remainder,
8 iii) setting the number to the result, and
9 iv) repeating acts (i)-(iii) until the result is less
10 than K.

1 Claim 39 (previously presented): The computer-implemented
2 method of claim 1 wherein the one or more encoded ad properties
3 include information indicating advertiser charges, and wherein
4 the information indicating advertiser charges includes one or

5 more of: a price that the advertiser will be charged for the
6 impression; a price that the advertiser will be charged for a
7 click; and a price that the advertiser will be charged for a
8 conversion.

1 Claim 40 (previously presented): The computer-implemented
2 method of claim 1 wherein the one or more encoded ad properties
3 include information indicating how the ad was selected as a
4 candidate for serving, and wherein the information indicating
5 how the ad was selected as a candidate for serving includes one
6 or more of: search conditions that generated the page with which
7 the ad was rendered; a topic of the content with which the ad
8 was served; a concept of content with which the ad was served;
9 and an identity of the content with which the ad was served.

1 Claim 41 (previously presented): The apparatus of claim 20
2 wherein the one or more encoded ad properties include
3 information indicating advertiser charges, and wherein the
4 information indicating advertiser charges includes one or more
5 of: a price that the advertiser will be charged for the
6 impression; a price that the advertiser will be charged for a
7 click; and a price that the advertiser will be charged for a
8 conversion.

1 Claim 42 (previously presented): The apparatus of claim 20
2 wherein the one or more encoded ad properties include
3 information indicating how the ad was selected as a candidate
4 for serving, and wherein the information indicating how the ad
5 was selected as a candidate for serving includes one or more
6 of: search conditions that generated the page with which the
7 ad was rendered; a topic of the content with which the ad was

- 8 served; a concept of content with which the ad was served; and
- 9 an identity of the content with which the ad was served.